



BRAND GUIDELINES

EASTERN MICHIGAN UNIVERSITY | **VERSION 1.0**

November | 2024

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This guide is here to help you share the Eastern Michigan University story. Whether you're a team member or a trusted partner, it offers a narrative to ensure our message is both inspiring and engaging. Inside, you'll find guidance on colors, imagery, and typography that bring energy and visual consistency, along with insights to better connect with our audiences.

Our brand frames who we are, what we do, and why it matters, both in our own mind, and the mind of our audience. Through branding, we actively direct how we want people to think and feel about Eastern Michigan University.

As you work with these guidelines, remember that the power of the Eastern Michigan University brand lies with you. With your passion and creativity we will uncover new possibilities that will keep our brand expression dynamic and energized.

AUDIENCES

Our brand can be consistent and well executed, but if what we're saying doesn't resonate with our audiences, then our efforts won't be as effective.

Below is a high-level overview of who we communicate with, along with the types of information each group is listening for.

PRIMARY

The Campus

- Current Students
- Faculty
- Staff
- Administration
- Board of Trustees

Decision Influencers

- Best-Fit Students
- Best-Fit Student Families
- Guidance Counselors
- Decision Influencers

Extended Family

- Alumni
- Partners
- Friends and Fans
- Donors

SECONDARY

The Community

- Ypsilanti
- Neighborhoods
- The Michigan Public

The Economy Shapers

- Employers
- Regional Businesses
- Nonprofits
- Legislators
- Local and Elected Government
- Media

BOTTOM LINE

Activate and encourage their voice

Equip the campus community with clearly defined talking points and enable them to share the story. They are Eastern's most credible ambassadors, and they should feel empowered to speak confidently about the experience, expertise, and research in a positive way that moves the university forward.

BOTTOM LINE

Show them who can thrive here and why

Work to distinguish Eastern from core competitors within Michigan, describing the offer and what type of student will thrive here. Be sure to emphasize the value and quality of the Eastern experience.

BOTTOM LINE

Give them a reason to be proud

Demonstrate Eastern's confident stance in the market. Standing proud for exactly who Eastern is will inspire and excite the entire Eastern family. Work to build pride and foster a stronger sense of community with all these audiences.

BOTTOM LINE

Help them rethink what they know about Eastern

Shift the focus to academics, university partnerships, and community enrichment stories. Emphasize that this is a safe campus and that Eastern is committed to making the entire community a great place to live and learn. Finding ways to be visible and accessible will enable success.

BOTTOM LINE

Take a confident stance as a contributor

Eastern is the educational foundation of Michigan's economy, and these audiences directly benefit from that. Develop thought leadership in areas of expertise and promote Eastern's important role that in developing highly prepared graduates. Identify experts within the university who can help communicate this message externally, through a variety of appropriate media channels.

MESSAGING MAP OVERVIEW

What is an attribute?

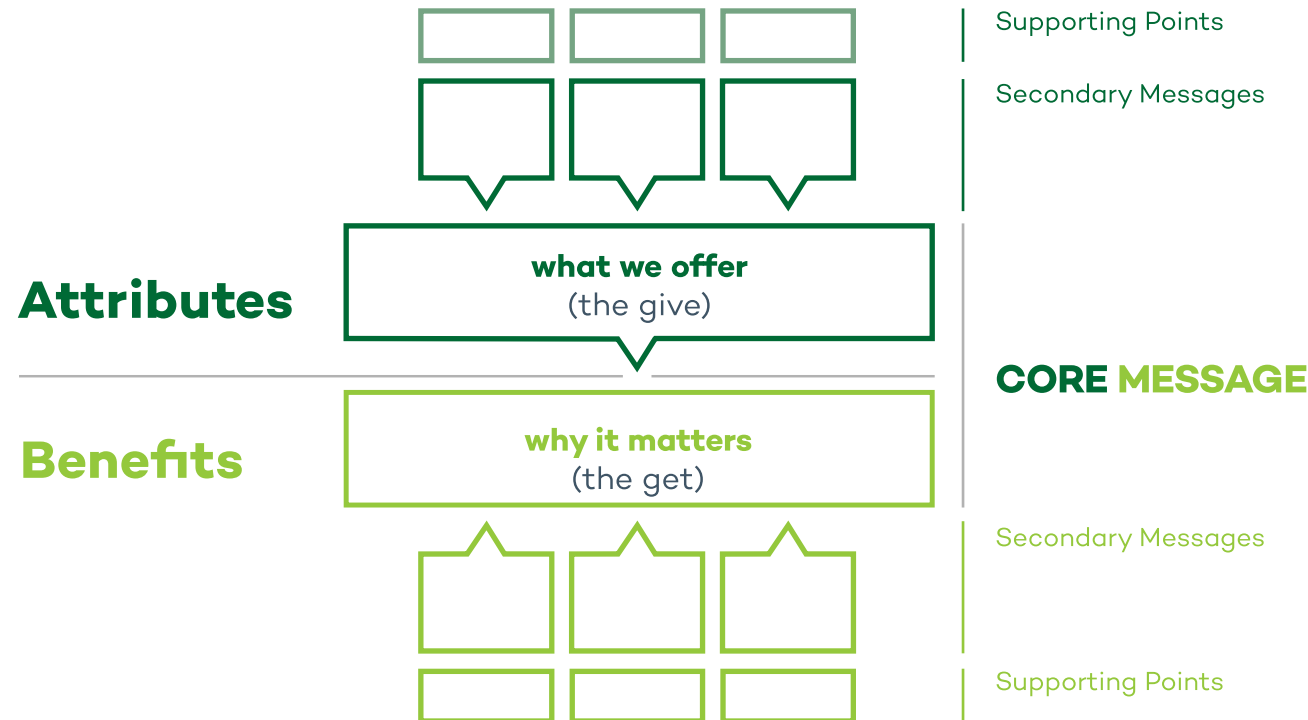
An attribute is what we offer to our constituents. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

What is a benefit?

A benefit is what students, faculty, staff, and others get. It's the value of the attributes that we offer: the answer to the question "so what?" or "why do we care?"

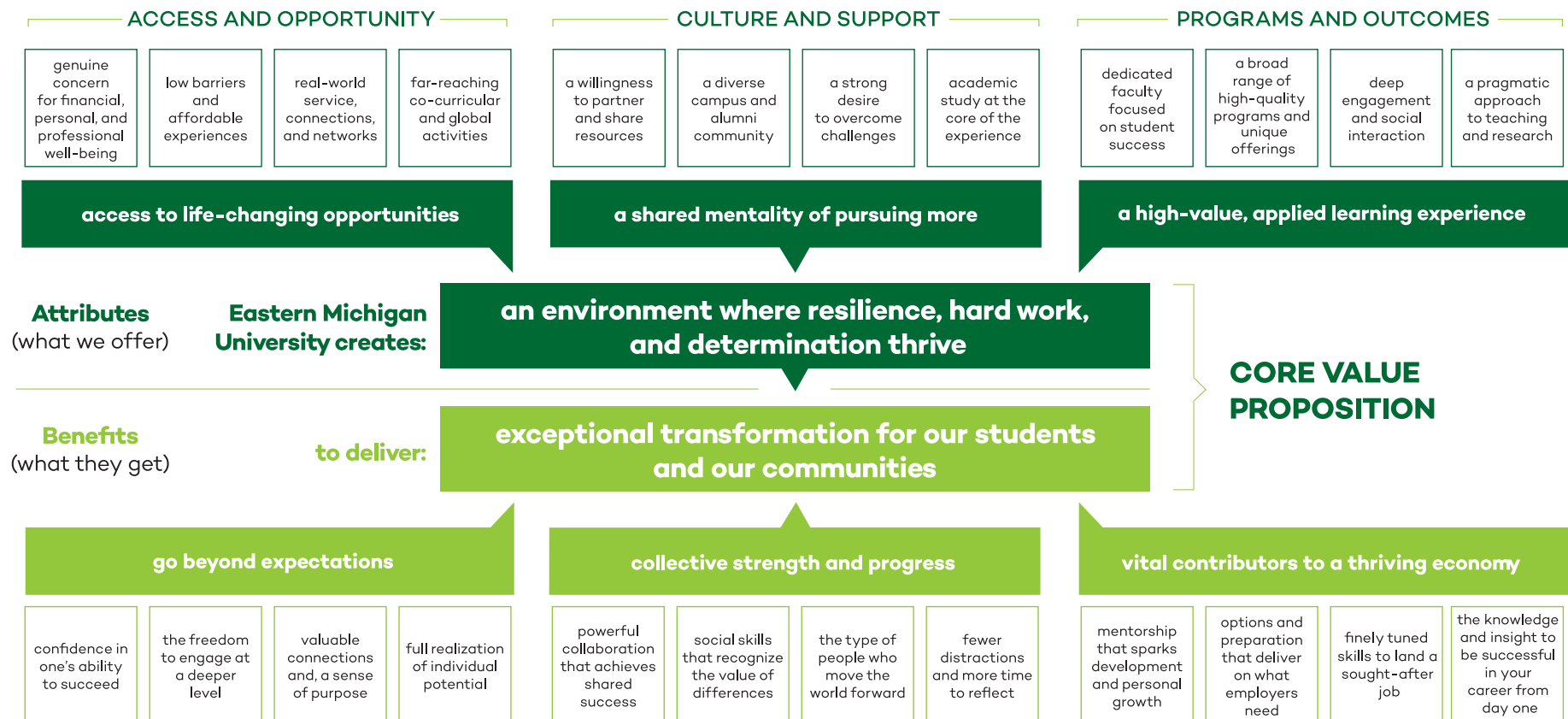
What is attribute and benefit mapping?

The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show the relationships between the core attribute, core benefit, and supporting proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.



MESSAGING MAP

The messaging map helps organize the key messages in support of the positioning, and ensures that we communicate both what our programs offer (the attributes) and what our constituents get (the benefits).



THE BASICS

Together, a compelling message and a consistent voice will make the Eastern Michigan story resonate and set us apart from our peers. In this section you'll find guidance to help you achieve this across every communication platform.

our message

Our message is what we say and what we want people to remember. It's made up of what we offer (attributes) and what people get from us (benefits).

our voice

Our voice expresses how we see the world and how we think and feel about it. It sets a tone that's unique, distinct, and authentic to who we are.

our brand personality

Our brand personality is what brings the message to life. It makes what we say more resonant and meaningful.

PERSONALITY

Our personality sets the tone for how we communicate. These eight personality traits take the rational and emotional aspects of our brand, and drive the voice and tone for all our brand communications.

courageous

We have the guts to envision a brighter future and strength to go all in.

pragmatic

We make a routine of steady, real progress in the world.

undaunted

We expect to encounter challenges, but that doesn't slow us down.

grit

We have the will to put in the effort, doing what it takes to succeed.

dynamic

We celebrate the diversity and vibrancy inherent to our culture.

inclusive

We're dedicated to a safe community, and we find value in our differences.

self-aware

We remain true to who we are, and what we do.

proud

We take great satisfaction in the fact that what we accomplish improves the lives of those we care about.

BRAND NARRATIVE

Our brand narrative is a high-level statement inspired by our messaging and our personality. It highlights what we stand for as an institution and

creatively articulates the Eastern Michigan experience. We don't generally use this statement verbatim; however, we should turn to it as a guide and hold new pieces up to

it. If they feel like they can live alongside one another, the new piece expresses the brand well.

At Eastern Michigan University, we believe in one thing above all: that you're here to become the truest, boldest version of yourself. Not to be distracted by a whole world of noise and imitations and carbon copies out there, but to stay grounded in what's real, and find real difference within. Because once you've come face to face with what you're looking for, what you're meant to do, create, and make better—once you've gotten a good look at who you're meant to be—everything becomes clearer.

This is a place where individuality isn't just celebrated—it's nurtured. Here, you'll find yourself surrounded by those who share your commitment to digging deeper and reaching higher, each of us working in tandem to understand what connects us and drives us forward.

And when it's time to take that next step, you'll be ready—not just to land your first job but to make an impact from day one. You'll have the skills, the confidence, and the experience to jump in and start contributing, and to grow into a role that excites you and moves you forward.

You're here not to imitate, but to innovate. To learn, to grow, to test your resolve. To transform, every day, in ways that bring you closer to your true potential. This is where you become more of who you are meant to be.

Eastern Michigan University—Become More You.

CONTENT PILLARS

Eastern Michigan University's content pillars are the foundation for storytelling across our platforms. By focusing on these key themes, we aim to highlight EMU's distinct attributes, build a cohesive brand

narrative, and engage audiences with content that resonates and aligns with institutional priorities to support overarching goals such as recruitment, retention, and reputation-building.

Jobs/Careers

Highlighting career opportunities, success stories of alumni, and resources available for career development. This pillar emphasizes the practical benefits of an EMU education in preparing students for the workforce.

Academic Quality/Support

Showcasing the excellence of our academic programs, faculty achievements, rankings, and the support systems in place to help students succeed. This includes tutoring services, academic advising, and innovative teaching methods.

Campus Setting/Appearance

Featuring the beauty and functionality of our campus. This includes highlighting new and renovated buildings on campus, distinctive architecture, green spaces, and facilities that make EMU a welcoming and inspiring place to learn and grow.

Social/Campus Life

Celebrating the vibrant community and diverse experiences available at EMU. This encompasses student organizations, events, traditions, and the overall campus culture that fosters a sense of belonging and engagement. place to learn and grow.

By consistently developing content around these pillars, we can effectively communicate the unique strengths and values of Eastern Michigan University, thereby enhancing our brand presence and appeal.

HEADLINE IDEAS

Powerful headlines do a considerable amount of work in carrying our messaging and personality. Bold and interesting headlines compel our audiences to read further and listen to what we have

to say. These three headline frameworks can help you stay on brand and be consistent.

Getting real.

Our headlines move past what's expected or what's been done before. They imply that what we have to offer is authentic and real—it's true. They also help us communicate to the reader that they're about to read something different.

EXAMPLES

For Doers, Dreamers,
and Trailblazers.

Dare to Be Real.

Be Bold. Live Your Truth.

Being true, and staying true.

True is about more than what's true or false. It's about holding fast to what you believe in, and never straying from what makes you undeniably you. These headlines act almost as a challenge, pushing our students to realize their full individual potential.

EXAMPLES

Own Your Ambition.
Make Your Mark.

Come as you are,
become more you.

Redefine What's Possible.

Outcome focus.

Unlike standard headlines that simply state information, outcome-based headlines focus on the results the reader can achieve, creating a sense of curiosity and motivating action. Outcome-driven headlines make promises that resonate with readers, helping them see the value they'll gain and enticing them to learn more.

EXAMPLES

Get Career-Ready with EMU.

True In-Demand Skills.

Fast-Track Your Path.

WRITING TIPS

Here are few things to keep in mind when you're crafting communication pieces.

TIP 1

Make it powerful.

Use bold, direct statements to capture attention. Get to the point as quickly as possible.

TIP 2

Make it personal.

Use first-person plural and second-person pronouns ("we" or "us" and "you," where appropriate). It engages our readers in a direct, human way.

TIP 3

Make it clear.

Every communication won't contain every detail, so focus on what's important.

TIP 4

Make it relevant.

Consult our core messaging when creating communications, and look for placesto include those key ideas.

TIP 5

Make it worthwhile.

Give the reader a reason to care. Lead with audience-specific benefits (what they get) and back them up with our brand attributes (what we offer).

TIP 6

Make it true.

Back statements with proof points. Share real, honest stories of the work we're doing.

TIP 7

Make it readable.

Vary the cadence within communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.

TIP 8

Make headlines work harder.

A headline should be more than just a label. Since it may be the only thing our audience reads as they scan the copy, make sure it's interesting and informative.

TIP 9

Make it relatable.

We write like we speak, but we align that with our brand personality. This may occasionally mean breaking a grammar rule or two. Used judiciously, contractions and sentence fragments add personality to our communications.

TIP 10

Make it complete.

Avoid the use of ellipses in headlines. Instead, present a full and complete thought, and connect it to another complete thought in the body copy. This way, the reader isn't left wondering where the rest of the sentence or story went.

TAGLINE

This serves as a sign-off to key communications pieces. It's the flourish that follows our primary messaging and reinforces it.

"Become More You." should be used purposefully and sparingly.

BECOME MORE YOU.

BECOME MORE YOU.

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.

For more specific examples on how to use this graphic treatment, see the Brand Examples section at the end of this document.

LOGO CONSIDERATIONS

The guidelines and policies listed in this guide apply to all Eastern Michigan University faculty, students, and staff, as well as licensees and vendors producing communications or products for or on behalf of EMU employees, units, or programs. Please refer to the official board policy on licensing for more information about commercial and non-commercial use of EMU marks.

Primary Usage

The Eastern Michigan University wordmark is our official mark. It may be used alone or in conjunction with the Block E logo. The logo should never be recreated or typeset. Always use official logo files available from the this site. New logos that do not align with the brand will not be approved for development.

Prohibited Usage

Neither the name of Eastern Michigan University nor any University trademark, including University colors, may be used in any way that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding the University's relationship to any person or entity.

The University marks should not be altered in any way. Do not add words, letters, images or any other new elements to the marks. Do not use colors outside of EMU's official brand color scheme.

OUR LOGO

The Eastern Michigan University wordmark is our official mark. It may be used alone, or in conjunction with the Block E logo.

The logo should never be recreated or typeset. Always use official logo files available from the Identity Standards website.

Wordmark

The Eastern Michigan University wordmark is a clean, modern typographic representation of the university's name, designed to convey strength, clarity, and professionalism. It serves as a cornerstone of EMU's visual identity, ensuring consistent brand recognition across all applications.

Vertical Wordmark

EASTERN
MICHIGAN UNIVERSITY

Horizontal Wordmark

EASTERN MICHIGAN UNIVERSITY

Boxed E Wordmark

E **EASTERN**
MICHIGAN UNIVERSITY

Stacked

The stacked version of the signature should be used whenever the layout allows. Stacked versions are reserved for applications where the area for the logo is restricted horizontally.



Horizontal

Use this horizontal version, with the full institution name on one line, when vertical space is limited or readability is an issue.

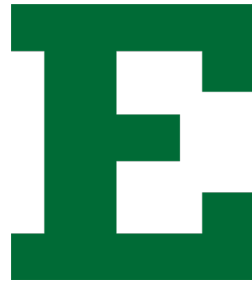
E **EASTERN MICHIGAN UNIVERSITY**

E **EASTERN MICHIGAN UNIVERSITY**

New logos that do not align with the brand will not be approved for development.

BLOCK E

Our Block E logo represents the universal pride and energy at Eastern Michigan.



The Block E logo is a very familiar symbol of the EMU community. Because this letterform carries with it a great deal of brand equity, it only makes sense to use it in a more prominent way, to reinforce the brand. For specific use, please refer to the Brand Examples section of this guide.

OUR COLORS

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity. Below is a general guide for making effective choices as you use color in compositions.

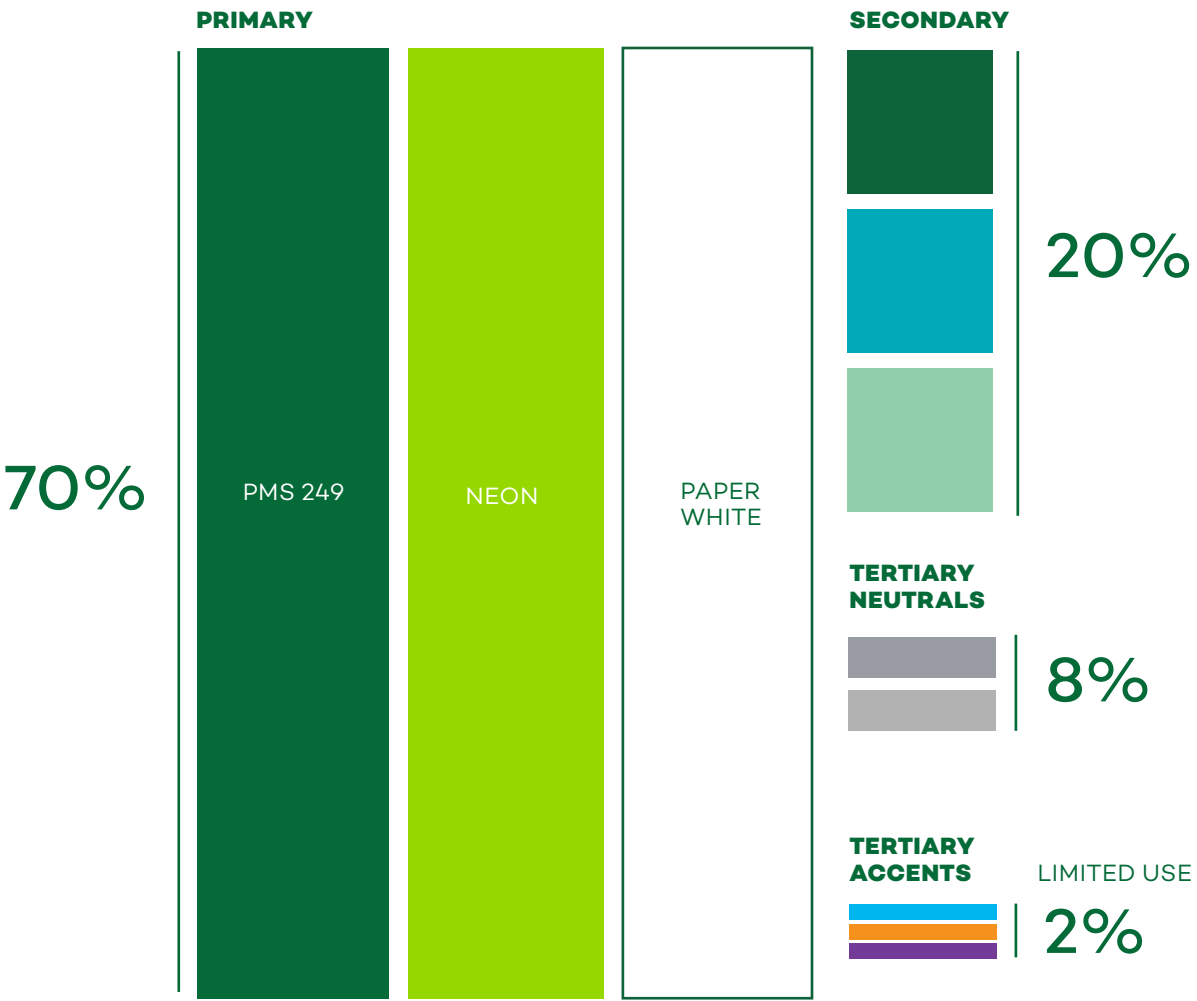
When using color builds, always use the color values listed on the following pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.

Our color palette has three layers: primary, secondary, and tertiary, each with its own set of colors.

We lean heavily on our primary palette, but use the supporting palettes to build color schemes that are complementary and balanced.

This helps the primary palette adjust to meet the needs of our various communications.

Color Overview



Primary Palette

PMS 349

90/12/95/40
4/106/56
#046A38

PMS 375

46/0/90/0
151/215/0
#97D700

NEON SPOT

*When offset printing through a professional print vendor, always use the spot version of the neon green (PMS 375).

PROCESS ALTERNATE

When printing digitally, or in-house, use the CMYK process values (46/0/90/0).

70%

Secondary Palette

PLAIN BLACK

0/0/0/100

*Best for light
coverage, text

RICH BLACK

60/40/40/100

*Best for high
coverage, larger
solid blocks
of black

PMS 320

96/0/31/2

0/156/166

#009CA6

PMS 345

43/0/41/0

145/214/172

#91D6AC

20%

Tertiary Neutrals

PMS 8C

4/2/0/44
137/139/142
#898B8E

PMS 5C

1/1/0/30
178/178/179
#B2B2B3

8%

Tertiary Accents

PMS 2995

83/10/0
0/169/224
#00A9E0

PMS 144

0/51/100/0
237/139/0
#ED8B00

PMS 2593

66/92/0/0
132/50/155
#84329B

2%

OUR TYPOGRAPHY

Campton should be reserved largely for professional designers and firms that use Adobe Creative Suite, with a focus on developing external communications for Eastern Michigan's various audiences.

Source:
myfonts.com

Specimen

abcdefghijklmnopqrstuvwxy
z
0123456789!@#\$%&*

Campton Sentence case

Uses:
Headlines
Body copy
Callouts
Subheads

Campton is an unconventional typeface based on the first steps of the newly born sans-serif genre in the early 20th century. Its character draws inspiration from Gill Sans and Johnston Sans, combined with contemporary elements.

The result is a modern and unorthodox family that is perfectly suited for the Eastern Michigan brand.

Campton
Sentence Case

Light
Book
Medium
Semibold
Bold
Extra Bold
Black

OUR TYPOGRAPHY

Campton should be reserved largely for professional designers and firms that use Adobe Creative Suite, with a focus on developing external communications for Eastern Michigan's various audiences.

Source:
myfonts.com

Specimen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%&*

Campton Uppercase

Uses:
Headlines
Body copy
Callouts
Subheads

As the primary text design in the Campton series, this typeface offers a variety of degrees of emphasis, from the spare Book to the beefy Black.

CAMPTON

Uppercase

Light
Book
Medium
Semibold
Bold
Extra Bold
Black

OUR TYPOGRAPHY

Campton should be reserved largely for professional designers and firms that use Adobe Creative Suite, with a focus on developing external communications for Eastern Michigan's various audiences.

General Users

If you use Microsoft Word, PowerPoint, or other similar programs, please use the substitute font family Arial, shown here.

Substitute Sans

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%&*

Regular

Italic

Bold

Bold Italic

PHOTOGRAPHY

Portraits

Portrait photos should have an authenticity that comes from real emotion. So ensure that these shots always feel natural and not staged. These images can range from lighthearted and warm—which captures the spirit of our EMU community—to serious and academic, with more stoic expressions. It's important to maintain a balance of both in our communications.



PHOTOGRAPHY

Environment

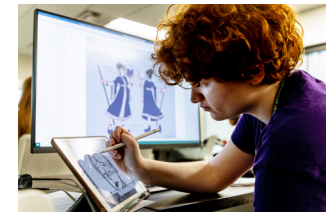
The vibrancy, community, and architecture of our campus is something to show off, and these images paint the picture of what our community looks like. Pepper sense-of-place shots throughout communications in a way that help the layout breathe. When capturing these images, make sure the scene's are warm and well lit.



PHOTOGRAPHY

Dynamic & Engaged

When people see our materials, we want them to get a sense of EMU and be able to see themselves here. Be sure to include images that realistically depict the EMU experience and what it's like on our campuses.



GRAPHIC ELEMENTS

The following guidelines outline the use of specific graphic elements in EMU's design system, including white lines and graphic blocks.

These guidelines ensure visual consistency, brand recognition, and an engaging aesthetic across all materials.

1. White Lines

Purpose: White lines are used to create visual structure and organize content areas within the design.

Placement: Lines should align with the edges of image and text blocks, either dividing or framing sections. White lines can be placed vertically, horizontally, or around specific content blocks as borders.

Thickness: Use consistent line thickness across all materials, ideally between 1-3 pixels depending on the size of the ad.

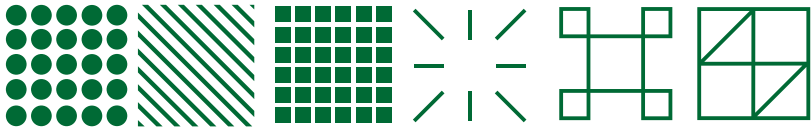
Opacity: Always use full opacity (100%) for clean separation.

Spacing: Ensure ample spacing between lines and graphic blocks to avoid visual clutter and enhance readability.

Functionality: These lines should guide the viewer's eye through the layout, framing the main visual and text areas without overpowering other elements.



Approved Graphic Blocks



1. Graphic Blocks

Solid Color Blocks: Use EMU's brand colors – for backgrounds or emphasis.

Patterned Blocks: Subtle patterns (e.g., diagonal stripes or dotted patterns) may be used sparingly in a primary brand color.

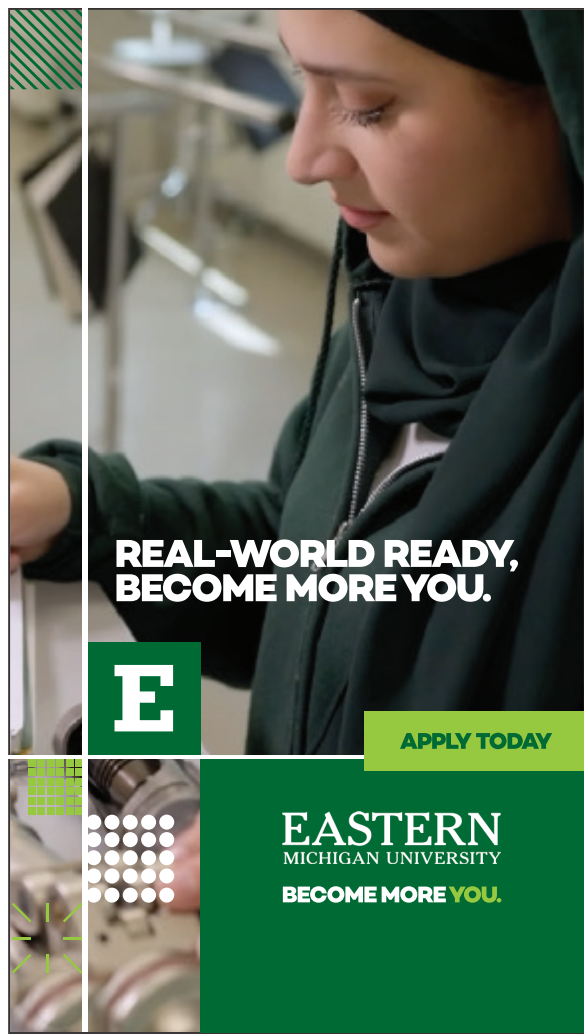
Placement and Size: Place blocks at the corners or edges to provide balance within the layout. Blocks should either frame text or be used as backgrounds for smaller sections, but avoid placing large blocks in the center to keep the focus on the main message.

Hierarchy and Layering: Use blocks behind or around key elements like logos, calls-to-action, and taglines. Avoid layering too many graphic elements in close proximity to keep the design clean and professional.

Opacity and Patterns: Use solid blocks with full opacity. Patterned blocks can have 50-75% opacity to create a lighter visual effect.

Functionality: Graphic blocks add visual interest and tie together brand colors without distracting from the main image or text.

OUR VISUAL IDENTITY VERTICAL DIGITAL



A vertical digital banner for Eastern Michigan University. The main image shows a woman in a dark green lab coat and hijab working in a laboratory. The text "REAL-WORLD READY, BECOME MORE YOU." is overlaid in white. Below this is a green square with a white "E" logo, followed by a green bar with "APPLY TODAY" in white. The bottom section features a green background with the Eastern Michigan University logo and the tagline "BECOME MORE YOU." in white. Decorative elements include a green grid pattern in the top left and a green grid pattern in the bottom left.

REAL-WORLD READY,
BECOME MORE YOU.

E

APPLY TODAY

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.



A vertical digital banner for Eastern Michigan University. The main image shows a woman in a white lab coat and hijab working in a laboratory. The text "REAL-WORLD READY, BECOME MORE YOU." is overlaid in white. Below this is a green square with a white "E" logo, followed by a green bar with "APPLY TODAY" in white. The bottom section features a green background with the Eastern Michigan University logo and the tagline "BECOME MORE YOU." in white. Decorative elements include a green grid pattern in the top left and a green grid pattern in the bottom left.

REAL-WORLD READY,
BECOME MORE YOU.

E

APPLY TODAY

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.

OUR VISUAL IDENTITY **SQUARE DIGITAL**



OUR VISUAL IDENTITY **OUTDOOR**



OUR VISUAL IDENTITY **PRINT AD**





**REAL-WORLD READY,
BECOME MORE YOU.**

At Eastern Michigan University, we prepare you to step into your first job with confidence, skills and real-world experience. Here, individuality is nurtured, and you're encouraged to grow into the truest, boldest version of yourself.

APPLY TODAY AT [EMICH.EDU](https://emich.edu)

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.





**REAL-WORLD READY,
BECOME MORE YOU.**

At Eastern Michigan University, we prepare you to step into your first job with confidence, skills and real-world experience. Here, individuality is nurtured, and you're encouraged to grow into the truest, boldest version of yourself.

APPLY TODAY AT [EMICH.EDU](https://emich.edu)

EASTERN
MICHIGAN UNIVERSITY
BECOME MORE YOU.

OUR VISUAL IDENTITY INFO SHEET



EASTERN MICHIGAN UNIVERSITY

Master of Social Work - MSW

Preparing you for a career that shapes change.

Mission Statement

The MSW program aligns with the School's mission of empowerment-oriented practice, is centered on collaboration, and is driven by the needs, strengths, and priorities of vulnerable, oppressed, underserved, and marginalized populations.

Grounded in the social work profession's values and ethics, graduates of our program advance:

- Critical thinking skills to respond to the increasingly complex challenges that impact our communities and promote social and economic justice
- Equitable practices that are culturally responsive, anti-racist, and inclusive of all identities
- Leadership skills in pursuit of social change

MSW students focus on one of 3 specialized practice concentrations as they enhance their skills, knowledge, and values to be leaders committed to the advancement of social justice-based practice through micro, mezzo, and macro prevention and intervention methods.

Admissions Requirements

Full Program

- Undergraduate GPA of 2.75; a select number of highly experienced social workers with GPAs below 2.75 will be considered for conditional admission

- Evidence of strong liberal arts base

Advanced Standing Program

- Bachelor of Social Work degree from a CSWE accredited program
- Overall Undergraduate GPA of 2.75
- GPA of 3.0 for the last 60 credits of undergraduate work

Curriculum

The foundation curriculum builds on the liberal arts background of entering students and prepares them for the advanced concentration of their choice. The foundation curriculum consists of policy, theory, practice, research, and practicum courses. These courses are sequenced and integrated, with increasing levels of knowledge, complexity, and critical analysis. Building on the foundation curriculum, the advanced curriculum addresses one of three specializations (Child and Family, Health and Aging, and Mental Health and Substance Use Recovery) and prepares students in the development of advanced professional knowledge and skills in research, policy, theory, and practice.

Child and Family Services

This specialization prepares students to work in child and family service contexts and classes focus on dominant theories, contemporary policies and core practice skills for working with children and families. Students complete five advanced courses and an advanced practicum in a child and family setting.



OUR VISUAL IDENTITY **RACK CARD**



Department of Political Science

Whether you're looking to make your way in the world or to change it, whether you plan to enter public service or the private sector, understanding public affairs and government will help you succeed.

Our students learn how governments in the U.S. and abroad operate and interact. They study how individuals and groups shape the political world and how they are shaped by it. And they do all this under the guidance of professors who know them as individuals and care about their success.

Majors

- International Affairs
- Political Science
- Public and Nonprofit Administration
- Public Safety Administration

Minors

- International Affairs
- Nonprofit Administration
- Political Science
- Public Law and Government
- Public Administration
- Urban Studies

Graduate Programs

- Master of Public Administration
- Combined Bachelor's/MPA
 - Combined Political Science and
 - Master's of Public Administration

emich.edu/political-science



OUR VISUAL IDENTITY TRIFOLD BROCHURE

Scholarship Activities



If selected for a scholarship, you will be required to attend professional training events during summer break. This training gives both Navy and Marine Option midshipmen the opportunity to travel to different parts of the country and the world to experience "fleet life." After their first year, both Navy and Marine Option midshipmen both attend "CORTRAMID" where they spend four weeks rotating through different communities (Aviation, Surface, Submarine and the Marine Corps) for an introduction to their different prospects.

After the second and third years, Navy scholarship midshipmen board either a ship or a submarine, or join an aviation squadron while Marine midshipmen are immersed in rugged terrain during Mountain Warfare training after their sophomore year and then attend Officer Candidate School (OCS) in Quantico, VA before their senior year.

Life at the Unit



Midshipmen of the Eagle Battalion participate in a variety of campus activities to include organizations unique to ROTC such as the Drill Team and the Tri-Service Color Guard.

These groups meet regularly during the academic year, support university athletic events, and participate in competitions outside of the Ann Arbor-Ypsilanti area.

734-764-1698
navyrote@umich.edu
navyrote.umich.edu

E



EASTERN MICHIGAN UNIVERSITY
NAVAL ROTC

Candidate Qualifications

Our goal is to commission exceptionally qualified young leaders as officers in the United States Navy and Marine Corps. As a result, an ideal candidate for NROTC should have a strong interest in a naval service career, a steady moral compass, a high level of physical fitness and a "service before self" ethos, demonstrated through community involvement. Candidates for Navy Option should also have a strong math and science background. The ROTC program is not just "money for college." It is an extremely demanding four-year program that will require conscientious time-management, tenacious self-discipline and a commitment to joining the armed forces upon graduation.



Navy Options

Navy Option midshipmen and officer candidates prepare to commission as officers in the United States Navy. Possible community selections are Aviation Warfare, Submarine Warfare, Surface Warfare, Special Operations (SEALS) and the Nurse Corps. All Navy Options, except for Nurse Corps, are required to take two semesters each of Calculus and calculus-based Physics, no matter their major.

Marine Options

Active-duty Marines and Marine Option midshipmen train to become officers in the United States Marine Corps in areas such as aviation, infantry, intelligence, cyber warfare and artillery. Marines and Marine Options conduct intensive specialized training throughout the school year, culminating in their Field Exercise (FEX) and Bulldog Prep, in order to prepare for the rigors of Officer Candidate School and The Basic School.




Details

- All uniforms
- Increased likelihood of being accepted for 3- or 2-year scholarship
- If selected for a scholarship:
 - Full tuition for remaining 2 or 3 years
 - Monthly stipend + allowance for textbooks
 - Minimum of 5 years active duty depending on your service selection.

For more information or to apply, please visit:
<http://navyrote.umich.edu/>



OUR VISUAL IDENTITY LANDSCAPE BROCHURE

How To Apply

Complete the program application **online form** on our website:
www.emich.edu/bhsh-scholars

Additional Information & Questions

Additional information or questions regarding the program can be found on emich.edu/asp or by contacting us at:

- brotherhood_scholars@emich.edu (for young men of color)
- sisterhood_scholars@emich.edu (for young women of color)

Janis Strickland, Ed.S.
 Program Coordinator
 734.487.3289 | jstrickl@emich.edu

Follow Us On Social Media

@emubrotherhood | @emusisterhood
 Brotherhood Scholars – Eastern Michigan University
 Sisterhood Scholars – Eastern Michigan University

BROTHERHOOD & SISTERHOOD SCHOLARS PROGRAM

EASTERN MICHIGAN UNIVERSITY
Brotherhood & Sisterhood Scholars

What is the Brotherhood & Sisterhood Scholars Program?

The Brotherhood and Sisterhood (BHS) Scholars Program uses a holistic approach to assist first-year students of color during their transition to post secondary education and adulthood. This program is located within Academic Success Partnerships (ASP), a university department committed to creating an inclusive environment for students providing access to beneficial resources to achieve their personal, academic and professional goals. Two cohorts exist within our program: Brotherhood Scholars for students identifying as men of color and Sisterhood Scholars for students identifying as women of color.

Through student-centered programming facilitated by dedicated staff and faculty, we work to instill a strong sense of community, embolden students to strengthen their academic performance and stamina on their path toward degree completion. Our collaborative university partnerships offer an extended orientation, a residential living-learning community, designated courses, academic coaching, mentorship, and structured workshops.

Why Should You Join?

We help scholars develop leadership skills, create a sense of wellbeing, and thrive as members of the community by providing:

- A living-learning residential community where students build relationships with like-minded individuals
- A customized introduction to student success course led by engaging and highly qualified instructors through the College of Education
- Academic coaches who meet with students regularly throughout their first year, to ensure students are progressing towards graduation
- Help achieving work-life balance and adjusting to adult expectations
- Support services and resources to help students of color succeed
- Enhancement of academic performance and stamina in the areas of math, English, critical thinking, and habits essential to college success
- Programming focused on essential student development
- Exclusive scholarship opportunities

Eligibility and Program Requirements:

- Admission to EMU as an incoming FTIAC (First Time in Any College) student
- Completion of program application and scheduling of program interview
- Reading, signing and submission of the Accountability Agreement
- Registration for cohort-designated sections of UNIV 101L3 (fall semester) and LEAD 201 (winter semester) during the first year
- Early move-in (August 21st 2022) to participate in an in-person Extended Orientation before the start of the semester. Students will live in the same room in Wise Hall for the duration of their first year.
- Select commuter students must live 60 miles or less from campus
- Participation in individual academic coach meetings every two weeks
- Commitment to completing a minimum of 10 hours of study tables weekly
- Attendance at monthly evening programs (Cohort Meetings, Sisterhood-specific dialogues and Brotherhood-specific dialogues)

EMU HASHTAG POLICY

Using hashtags effectively can help Eastern Michigan University (EMU) connect with audiences, increase engagement, and build an online community.

Consistent use of EMU's hashtags allows social media users to explore EMU content easily and interact under the EMU brand.

Guidelines for Hashtag Use

Platform Recommendations

Use hashtags primarily on Twitter, Instagram, TikTok, and LinkedIn. Avoid hashtags on Facebook as they're less effective there.

Hashtag Format

Write hashtags in CamelCase for readability. CamelCase capitalizes the first letter of each word, making hashtags more accessible for screen readers and easier to understand (e.g., #BecomeMoreYou).

Number of Hashtags

Use 3-5 hashtags per post to avoid overwhelming the content. Choose the most relevant hashtags from EMU's official list (below) or create new, event-specific hashtags.

Content Relevance

Always double-check the meaning of a hashtag before using it. Review the content already associated with the hashtag to ensure EMU's content aligns with its usage.

Official Hashtags

Consistent use of EMU's official hashtags strengthens brand visibility and allows students, alumni, and the broader EMU community to connect and share their experiences.

EMU's Official Hashtags:

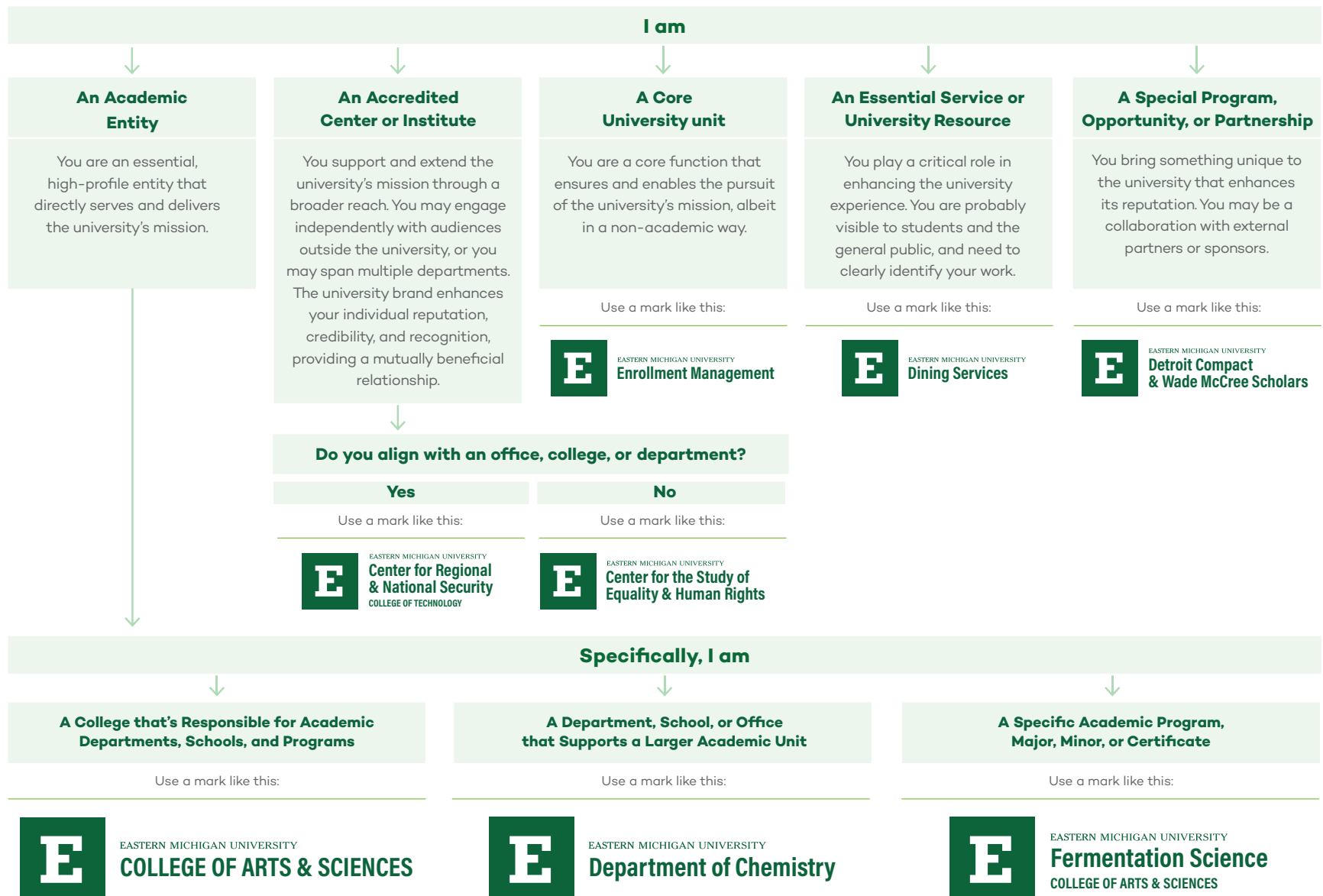
- #BecomeMoreYou** – Brand tagline for EMU
- #TRUEMU** – Campus pride, events, and traditions
- #LifeAtEMU** – Student life, activities, and campus experiences
- #ExploreYpsi** – Local events and experiences in Ypsilanti
- #EMUForLife** – Lifelong connections with EMU
- #EMUAlum** – Alumni experiences and accomplishments
- #EMUGrad** – EMU graduates
- #VisitEMU** – Inviting potential students to visit campus
- #SoaringHigher** – Celebrating EMU graduates' achievements
- #AllAreWelcomeHere** – Celebrating our diversity and welcoming culture
- #EHistory** – Recognizing our storied tradition
- #EAmbassador** – Utilized by our official ambassadors

Special/Recurring Events:

- #EMUMLK** – For events and information around MLK
- #EMUHomecoming** – Homecoming events and information
- #ExploreEastern** – For info on our Explore Eastern Campus Events
- #EMUConnect** – Connect orientation/move in
- #EMUThankful** – Things we are grateful for
- #EMUUGS** – Undergraduate Symposium

MARK DECISION TREE

As a companion piece to the brand architecture strategy, this decision tree can help evaluate and assign logo lock-ups to various units and areas of the university.



LOCK UP CONSTRUCTION

Type Setting Notes

Tracking on the pre-set lock-up styles is already set for each zone, but you should inspect letter spacing individually as well and manually adjust the kerning when needed, to ensure a consistent look.

Style Preferences

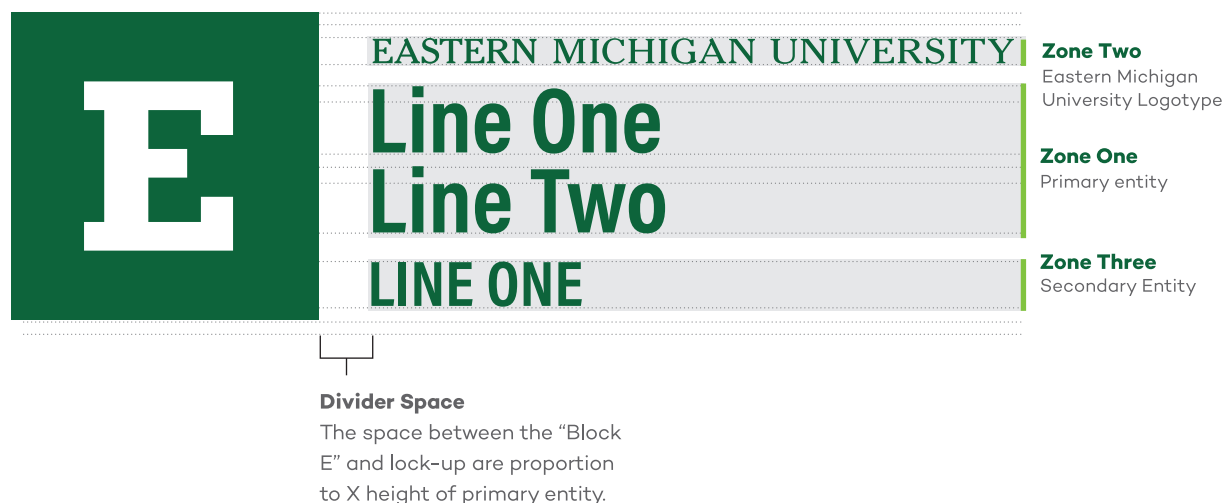
For all lock-up constructions, the style preference is to use an ampersand (&) instead of the word “and.” The ampersand should never end a line, but be set at the start of the next text line.

Note

All colleges in the primary or secondary zones must be type-set in all caps.

Best Practices

Only utilize the second line in zone one when the name requires it.



SAMPLE APPLICATIONS

Master Brand



Academic



Centers & Institutes



Non-Academic



Essential Support Services & Resources



Special Programs, Opportunities, & Partnerships



ACADEMIC APPLICATIONS



EASTERN MICHIGAN UNIVERSITY

COLLEGE OF ARTS & SCIENCES



EASTERN MICHIGAN UNIVERSITY

Department of Chemistry



EASTERN MICHIGAN UNIVERSITY

Fermentation Science

COLLEGE OF ARTS & SCIENCES

CENTERS & INSTITUTES



EASTERN MICHIGAN UNIVERSITY

**Center for the Study of
Equality & Human Rights**



EASTERN MICHIGAN UNIVERSITY

Coatings Research Institute



EASTERN MICHIGAN UNIVERSITY

**Small Business
Development Center**

NON-ACADEMIC



EASTERN MICHIGAN UNIVERSITY

Office of the President



EASTERN MICHIGAN UNIVERSITY

Enrollment Management



EASTERN MICHIGAN UNIVERSITY

**Department of Diversity
& Community Involvement**

ESSENTIAL SUPPORT SERVICES & RESOURCES



EASTERN MICHIGAN UNIVERSITY

Activities & Engagement



EASTERN MICHIGAN UNIVERSITY

Dining Services



EASTERN MICHIGAN UNIVERSITY

Greek Life & Leadership

SPECIAL PROGRAMS, OPPORTUNITIES, & PARTNERSHIPS



EASTERN MICHIGAN UNIVERSITY

Bright Futures



EASTERN MICHIGAN UNIVERSITY

The SEMIS Coalition



EASTERN MICHIGAN UNIVERSITY

**Detroit Compact
& Wade McCree Scholars**

THANK YOU.

THANK YOU FOR EXPLORING THE EMU BRAND. WITH YOUR HELP WE
CAN TELL THE EMU STORY IN POWERFUL AND COMPELLING WAYS.